

IN THE CLAIMS:

1. (Withdrawn) A method for treating a viscoelastic proteinaceous fluid, whereby management of said viscoelastic fluid by a personal care absorbent article is improved, comprising the steps of:

treating at least one portion of said personal care absorbent article with at least one treatment chemistry selected from the group consisting of water-soluble gelling agents which crosslink protein, thickening agents, plasma precipitators and combinations thereof; and

contacting said at least one portion of said personal care absorbent article with said viscoelastic fluid, thereby one of altering at least one property of said viscoelastic fluid and altering an interaction between said absorbent article and said viscoelastic fluid;

wherein said personal care absorbent article includes a fluid pervious polyolefin cover sheet, a fluid impervious backsheet, and an absorbent core between them, said cover sheet, said backsheet and said absorbent core comprise at least one nonwoven web material comprising a plurality of polymeric fibers having said at least one treatment chemistry disposed within said plurality of polymeric fibers, and at least a portion of said polymeric fibers are bicomponent fibers having said at least one treatment chemistry disposed within one segment of said bicomponent fibers.

2. (Withdrawn) A method in accordance with Claim 1, wherein said viscoelastic fluid is menses.

3. (Withdrawn) A method in accordance with Claim 1, wherein said at least one treatment chemistry is in a form of solid particles.

4. (Withdrawn) A method in accordance with Claim 1, wherein said at least one treatment chemistry is uniformly dispersed on said portion of at least one of a surface and an interior of said absorbent article.

5. (Canceled)

6. (Withdrawn) A method in accordance with Claim 1, wherein said at least one treatment chemistry is disposed along a peripheral region of said absorbent core.

7-9. (Canceled)

10. (Withdrawn) A method in accordance with Claim 1, wherein said at least one treatment chemistry is dispersed within said at least one of said cover sheet, said backsheet and said absorbent core so as to form a gradient therein.

11. (Withdrawn) A method in accordance with Claim 1, wherein said at least one treatment chemistry comprises the water-soluble gelling agent and a superabsorbent is disposed in said absorbent core.

12. (Withdrawn) A method in accordance with Claim 1, wherein said absorbent article comprises a nonwoven web material selected from the group consisting of airlaid, coform, spunbond, meltblown, bonded carded web, non-bonded pulp, bonded pulp, fibrous webs and combinations thereof.

13. (Canceled)

14. (Withdrawn) A method in accordance with Claim 8, wherein said nonwoven web material is a laminate.

15. (Withdrawn) A method for treating menses comprising the steps of:

forming a tampon including a nonwoven web material;

dispersing at least one treatment chemistry selected from the group consisting of water-soluble gelling agents which crosslink protein, thickening agents, plasma precipitators and combinations thereof within an interior of polyolefin or pulp fibers forming said nonwoven web material; and

contacting said at least one treatment chemistry with said menses.

16. (Withdrawn) A method in accordance with Claim 15, wherein said at least one treatment chemistry is in a form of solid particles.

17. (Withdrawn) A method in accordance with Claim 15, wherein said at least one treatment chemistry is uniformly dispersed on said portion of said at least one of said surface and said interior of said nonwoven web material.

18. (Withdrawn) A method in accordance with Claim 15, wherein said nonwoven web material comprises a plurality of nonwoven material layers.

19. (Withdrawn) A method in accordance with Claim 18, wherein said at least one treatment chemistry is dispersed on less than all of said plurality of nonwoven material layers.

20. (Withdrawn) A method in accordance with Claim 15, wherein said at least one treatment chemistry is dispersed non-homogeneously within said nonwoven web material.

21.-22. (Canceled.)

23. (Withdrawn) A method in accordance with Claim 15, wherein said nonwoven web material is selected from the group consisting of spunbond, meltblown, bonded carded, airlaid, bonded pulp, unbonded pulp, coform and combinations thereof.

24. (Withdrawn) A method in accordance with Claim 15, wherein said treatment chemistry comprises the water-soluble gelling agent and a superabsorbent.

25. (Withdrawn) A method in accordance with Claim 15, wherein said treatment chemistry comprises the water-soluble gelling agent.

26. (Withdrawn) A method in accordance with Claim 25, wherein said water-soluble gelling agent comprises a polyglycan.

27. (Previously Presented) In an absorbent article comprising an absorbent layer having a first surface and a second surface, a fluid permeable cover disposed adjacent said first surface, a fluid impervious baffle disposed adjacent said second surface, the improvement comprising:

at least one treatment chemistry selected from the group consisting of water-soluble gelling agents which crosslink protein, thickening agents, agglutinating agents, plasma precipitators, mucolytic agents, lysing agents and combinations thereof disposed at least one of on or within at least a portion of said absorbent layer; and opposed side wings to which the treatment chemistry is applied.

28. (Original) An absorbent article in accordance with Claim 27 further comprising a superabsorbent disposed within said absorbent layer.

29. (Previously Presented) An absorbent article in accordance with Claim 28, wherein said treatment chemistry comprises the water-soluble gelling agent.

30. (Canceled)

31. (Original) An absorbent article in accordance with Claim 27 further comprising at least one material selected from the group consisting of airlaid, airformed,

wetlaid, absorbent laminates, nonwovens and combinations thereof.

32. (Previously Presented) A personal care absorbent article comprising: a fluid pervious polyolefin cover sheet, a fluid impervious backsheet, and an absorbent core between them;

at least one of the cover sheet, backsheet and absorbent core including a nonwoven material treated with a treatment chemistry selected from the group consisting of water-soluble polyglycan gelling agents which crosslink protein, thickening agents, plasma precipitators and combinations thereof

wherein said treatment chemistry is disposed along a peripheral region of said absorbent core and not a center of said absorbent core.

33. (Original) An absorbent article in accordance with Claim 32, wherein at least one superabsorbent is disposed within said nonwoven material.

34. (Previously Presented) An absorbent article in accordance with Claim 32, wherein said treatment chemistry comprises the water-soluble gelling agent.

35. (Canceled)

36. (Original) An absorbent article in accordance with Claim 32, wherein said treatment chemistry is disposed within a plurality of polymeric fibers comprising said nonwoven material.

37. (Original) An absorbent article in accordance with Claim 32, wherein said nonwoven material is selected from the group consisting of airlaid, spunbond, meltblown, bonded carded, non-bonded pulp, bonded pulp and combinations thereof.

38. (Original) An absorbent article in accordance with Claim 32, wherein said nonwoven material comprises a plurality of nonwoven layers.

39. (Original) An absorbent article in accordance with Claim 38, wherein said at least one treatment chemistry is dispersed at least one of on and in less than all of said plurality of nonwoven layers.

40. (Original) An absorbent article in accordance with Claim 32, wherein said at least one treatment chemistry is dispersed non-homogeneously within said nonwoven material.

41. (Original) An absorbent article in accordance with Claim 32, wherein said at least one treatment chemistry is disposed on a surface of at least a portion of a

plurality of polymeric fibers of said nonwoven material.

42. (Original) An absorbent article in accordance with Claim 32, wherein said nonwoven material comprises a plurality of bicomponent polymeric fibers and said at least one treatment chemistry is disposed in only one segment of said bicomponent polymeric fibers.

43. (Canceled)

44. (Withdrawn) A method in accordance with Claim 6, wherein said at least one treatment chemistry is applied to at least one of opposed edges, opposed ends and a center region of said absorbent core.

45. (Withdrawn) A method in accordance with Claim 1, wherein said personal care absorbent article comprises at least two opposed side wings to which said at least one treatment chemistry is applied.

46. (Previously Presented) An absorbent article in accordance with Claim 27, wherein said at least one treatment chemistry is disposed on at least a portion of one of said fluid permeable cover and said fluid impervious baffle.

47. (Previously Presented) An absorbent article in accordance with Claim 27, wherein said at least one treatment chemistry is disposed on at least one of a peripheral region and a center region of said absorbent layer.

48. (Previously Presented) An absorbent article in accordance with Claim 47, wherein said peripheral region comprises opposed edges and opposed ends of said absorbent layer.

49. (Canceled)

50. (Previously Presented) An absorbent article in accordance with Claim 27, wherein said at least one treatment chemistry is one of said water-soluble gelling agent and said thickening agent.